

Total No. of Printed Pages—3

6 SEM TDC OMEC 2 (Sp)

2 0 1 4

(May)

COMMERCE

(Online Marketing and e-CRM)

(Speciality)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. What do you mean by the following? 1×8=8

(a) CRM

(b) Publicity

(c) WWW

(d) e-mail

(e) Media

(f) Market segmentation

(g) Forex

(h) Tagline

2. Write short notes on the following : $4 \times 4 = 16$

- (a) Promotion
- (b) e-marketing
- (c) Directory advertising
- (d) Sales force automation

3. (a) Discuss the nature and scope of e-advertising with examples. 11

Or

- (b) Critically argue the problems and prospects of e-marketing to that of traditional marketing.

4. (a) Develop a model process to convert traditional marketing to that of online marketing by highlighting the organisational, logistics and psychological changes. 12

Or

- (b) What do you mean by customer references? How can one obtain such references with the help of internet? Discuss the loyalty and building trust issues in online marketing with examples. $2+2+8=12$

5. (a) Discuss the process of building links to
(i) people and (ii) other Website banner
links in online marketing with
examples. 5½×2=11

Or

- (b) With a suitable case, discuss the
advantage of using electronic media in
advertising. 11

6. (a) Discuss some of the problems
associated with e-CRM with examples. 11

Or

- (b) As a e-CRM manager, how will you
handle different issues of multi-lingual
and multi-currency supports?

7. (a) Write a detailed note on e-promotion. 11

Or

- (b) Write a conceptual note on
M-commerce.
